



WTIC-TV

ORDER

Print Date 10/17/12

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Flight Dates 10/19/12-10/22/12

Contract / Revision 399324 / LINDA MCMAHON 4 SEN

Original Date / Revision 10/17/12 10/17/12 Agency Com 15%

Billing Contact

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave
Suite 306
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1517

Alt Order # 06381233

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 21% Market Value 88238

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	30%	26471
4WVIT	25%	22059
5WTNH	23%	20294
6WCTX	1%	882
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	26	\$15,750.50	\$18,530.00	0.00	10/01/12	10/22/12	26	\$15,750.50	\$18,530.00
Totals	26	\$15,750.50	\$18,530.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	61	10/19/12	10/19/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	---- 1--	:30	1	\$15.00	03	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	---- 1--		1		\$15.00		0.00					
E 2	61	10/19/12	10/19/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	---- 2--	:30	2	\$110.00	01	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	---- 2--		2		\$110.00		0.00					
E 3	61	10/21/12	10/21/12	Su 10a-11a Su 10a-11a	CM	10a-11a	----- 2	:30	2	\$190.00	01	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	----- 2		2		\$190.00		0.00					
E 4	61	10/21/12	10/21/12	Su 7a-9am Su 7a-9am	CM	7a-9am	----- 4	:30	4	\$110.00	01	0.00	NM	4	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	----- 4		4		\$110.00		0.00					
E 5	61	10/21/12	10/21/12		CM	9a-10a	----- 2	:30	2	\$150.00	01	0.00	NM	2	\$300.00



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Contract / Revision **399324** Flight Dates **10/19/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/17/12/ 10/17/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1517**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Fox News Sunday												
				Su 9a-10a Fox News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----2			2		\$150.00		0.00					
E 6	61	10/21/12	10/21/12	NFL on FOX Early Giants:Sun 1-4pm	CM	1p-4p	-----1	:30	1	\$8,500.00	01	0.00	NM	1	\$8,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1			1		\$8,500.00		0.00					
E 7	61	10/21/12	10/21/12	Su Prime A Bob Burger/Cleveland	CM	7p-8p	-----1	:30	1	\$1,000.00	01	0.00	NM	1	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1			1		\$1,000.00		0.00					
E 8	61	10/21/12	10/21/12	Su Prime B1 Simpsons	CM	8p-830p	-----1	:30	1	\$2,000.00	01	0.00	NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1			1		\$2,000.00		0.00					
E 9	61	10/21/12	10/21/12	Su Prime B2 Bob Burgers	CM	830p-9p	-----1	:30	1	\$1,700.00	01	0.00	NM	1	\$1,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1			1		\$1,700.00		0.00					
E 10	61	10/21/12	10/21/12	Su 1130p-1200a Su 1130p-12a	CM	1130p-12a	-----2	:30	2	\$100.00	01	0.00	NM	2	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----2			2		\$100.00		0.00					
E 11	61	10/21/12	10/21/12	Su 12a-1230a Su 12a-1230a	CM	12a-1230a	-----1	:30	1	\$75.00	01	0.00	NM	1	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----1			1		\$75.00		0.00					
E 12	61	10/22/12	10/22/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$300.00	01	0.00	NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1-----			1		\$300.00		0.00					
E 13	61	10/22/12	10/22/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$800.00	01	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1-----			1		\$800.00		0.00					
E 14	61	10/22/12	10/22/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$950.00	01	0.00	NM	1	\$950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1-----			1		\$950.00		0.00					
E 15	61	10/22/12	10/22/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	1-----			1		\$1,400.00		0.00					
E 16	61	10/22/12	10/22/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	2-----	:30	2	\$15.00	03	0.00	NM	2	\$30.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	2-----			2		\$15.00		0.00					
E 17	61	10/22/12	10/22/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	2-----	:30	2	\$110.00	01	0.00	NM	2	\$220.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	2-----			2		\$110.00		0.00					



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Contract / Revision **399324** Flight Dates **10/19/12-10/22/12**Hiatus DatesOriginal Date / Revision 10/17/12/ 10/17/12Order Sep 00:15:00Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1517**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 17	61	10/22/12	10/22/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	2-----	:30	2	\$110.00	01	0.00 NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	2-----	2		\$110.00		0.00					
													Totals	26 \$18,530.00